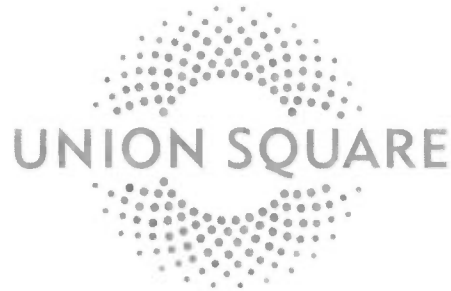


Received at HPC Hearing 3/7/18  
E. Tu A



March 5, 2018

San Francisco Historic Preservation Commission – Architectural Review Committee  
Commissioner Aaron Hyland  
Commissioner Ellen Johnck  
Commissioner Jonathan Pearlman  
Commission Andrew Wolfram  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

**RE: Letter of Support for 120 Stockton Street Project (Case No. 2016-016161PTA)**

Dear Commissioners:

The Union Square Business Improvement District (USBID) represents approximately 1,200 property owners and businesses within a 27-block of Union Square and provides cleaning, safety, advocacy, and marketing services and public realm improvements. The USBID supports the project owner and applicant, PPF Retail, LLC, to convert a single-tenant retail building at 120 Stockton Street for multi-tenant retail with office and restaurant uses. The basis for the USBID's support is as follows:

- The project's design maintains the essential architectural character relating to the prevailing height, mass, proportions, rhythm, composition, and coloring of buildings that comprise the rich, ornamented architecture and pedestrian-oriented scale in Union Square.
- The project proposes to encourage visual interest and amenities at the pedestrian level with multiple, storefront access points on Stockton and O'Farrell Streets and, thereby, support the district's primary function as a retail destination for comparison shopping and direct consumer services.
- The proposed design, particularly its storefront level façade treatment, restores the building's relationship between the pedestrian and the street resulting in a more attractive and welcoming streetscape experience.

- The proposed building's massing is compatible with the prevailing three-part vertical composition (base, shaft, capital) prevalent in Union Square and responds to the district's traditional cladding materials of terra cotta and stone.
- Proposed mixed-uses (retail, food hall, office, and entertainment) would encourage pedestrian activity during the day and evening times, and support Union Square's image as one of the City's premier visitor destinations.

It was the consensus of the USBID's Public Affairs Committee that the proposed project design is compatible with Union Square's historic and unique building architecture, creates a new, vibrant mixed-used destination within the district, and reinforces Union Square's image as one of the country's premier visitor destinations. The USBID looks forward to engaging with the Historic Preservation Commission and the Planning Commission on this very important project.

Sincerely,



Karin Flood  
Executive Director  
Union Square Business Improvement District

Cc: SF Planning Director John Rahaim (*emailed*)  
Supervisor Aaron Peskin (*emailed*)

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

323 GEARY STREET, SUITE 203 SAN FRANCISCO, CA 94102  
TEL (415) 781-7880 FAX (415) 781-0258 VISITUNIONSQUARESF.COM

The  
Neiman  
Marcus  
Group

March 1, 2018

Mr. Daniel Blatteis  
Blatteis & Schnur, Inc.  
10250 Constellation Boulevard  
Suite 1050  
Los Angeles, CA 90067

Dear Sir or Madam:

On behalf of the Neiman Marcus Group LLC, please be advised that we are in support of the Blatteis & Schnur development of 120 Stockton Street in San Francisco. Their proposed redevelopment is a welcome improvement to the existing concrete building and it projects to enhance the entire block and neighborhood, including the Neiman Marcus store. We find the multi-tenant design to be attractive and well designed for the Union Square retail district. In particular, the roof-top dining component will be a great draw for business in the Union Square area. We have appreciated the Project Sponsors transparency in the development, allowing neighboring stakeholders to meet and discuss the plan for the property. Overall, the project will re-energize the area and will benefit all businesses in the long run.

Very truly yours,

THE NEIMAN MARCUS GROUP, LLC

By: 

Name: Brent Laffere

Title: Senior Vice President, Properties



February 26, 2018

Mr. Daniel J. Blatteis  
Blatteis & Schnur, Inc.  
10250 Constellation Boulevard  
Suite 1050  
Los Angeles, CA 90067

Re: 120 Stockton Street  
San Francisco, CA

Dear Dan:

On behalf of Macy's Inc., we wish to express strong support for your redevelopment of the current Macy's Men's Department Store at 120 Stockton Street.

We find the proposed design includes high quality features that are attractive and compatible for the Union Square Retail District. We are happy to see the existing building, that we agree is unattractive today, will be improved, made more efficient, and beautifully transformed. The addition of multiple storefronts on both the Stockton and O'Farrell facades will increase pedestrian interest and help connect Union Square to Market Street. Most importantly, the result only serves to maximize commerce, foot traffic and retail sales in the area. Moreover, we are confident that the Project will re-energize the surrounding area and will benefit all businesses in the Union Square area including our Macy's flagship business.

We appreciate the engagement that Blatteis & Schnur has shown us to meet and discuss its redevelopment freely. Please let us know how we can be of any further assistance in your pursuit to redevelop this important building for Union Square.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charan Jackson", with a long horizontal flourish extending to the right.

Charan Jackson  
Group Vice President Real Estate

7 West Seventh Street, Cincinnati, OH 45202